

The development of these concepts is the result of the research work done by prof. Lúdia Puigvert and prof. Ramon Flecha under the research line Preventive Socialization of Gender Violence:

Coercive discourse: Is the discourse which, shaped by an imbalance in power within relationships, influences socialization into linking attractiveness to people with violent attitudes and behaviors, while non-violent people and relationships are -because of this coercive dominant discourse- mostly perceived as convenient but not exciting.

Coerced preferences: when preferences are coercively shaped and driven by the existing dominant discourse which influences socialization into linking attractiveness to people with violent attitudes and behaviors, while non-violent people and relationships are -because of this coercive dominant discourse- mostly perceived as convenient but not exciting.

Coerced hooking-up: it is when hooking up occurs seemingly as a freely decision but in fact due to the “coerced preferences” generated by the “coercive discourse” through the subject’s social interactions -e.g.: friends, peers.

Reference:

Puigvert, Lúdia & Flecha., Ramon (2018). *Definitions of coercive discourse, coerced preferences and coerced hooking-up*. This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0/>